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KWS
2-27-01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Dale Burns

Serial No.: 09/182,033

Art Unit: 2164

Filed: 10/29/98

Examiner: Kazimi, H.

For: ELECTRONIC COUPON PROCESSING SYSTEM

Amendment

Director of Patents
Washington, D.C. 20231

Dear Sir:

In response to the Office Action mailed October 12, 2000, please enter the following
Amendment and reconsider the allowability of the claims based on the following remarks:

In the Claims:

30. (Amended) An electronic coupon processing system for eliminating a presentation of
printed coupons at a checkout register, comprising:
a plurality of consumer identification means wherein each consumer identification means
is associated with a consumer;

a plurality of consumer accounts associated with said plurality of consumer identification
means;

Feb 12, 2001

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Atty. Docket No.2391